



Gift-Giving Ideas from Something Special *from* Wisconsin Members Will be Focus of Holiday Market, Dec. 2

Release Date: November 20, 2018

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MADISON – With the Holiday Season upon us, many shoppers are busy searching for the ideal gifts for family and friends. An upcoming event featuring dozens of Wisconsin-made products and services can help narrow those choices.

Hosted by Something Special *from* Wisconsin™ member, Berres Brothers Coffee Roasters, the first-ever Holiday Market will be held Sunday, Dec. 2, 9 a.m.-3 p.m., at the Comfort Suites Johnson Creek Conference Center. Open to the public, and with no admission fee, the Holiday Market will feature products and services from upwards of 45 SS/W members, with many vendors offering samples and holiday ideas.

The event will include an appearance by 71st Alice in Dairyland Kaitlyn Riley. Select vendors will be offering discounted prices, and attendees also will have a chance to win dozens of door prizes. To learn more about the event, including a listing of participating vendors, visit the Holiday Market Facebook page: <https://www.facebook.com/events/329345644292111/>

The red, yellow and white Something Special *from* Wisconsin logo is a quick and reliable way to identify genuine Wisconsin products and services. Products showcasing the logo guarantee at least half their ingredients, production or processing activities are from Wisconsin. The distinctive logo helps its members stand above the rest as consumers choose to purchase products made or grown in Wisconsin.

SS/W was trademarked through the Wisconsin Department of Agriculture, Trade and Consumer Protection in 1983, and today, nearly 500 businesses are part of the program offering products for family, friends, and even household pets, year round. For more information about the program, visit <http://somethingspecialwi.com/>.

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